

## Press Release

### Hong Kong showcases great study opportunities at Study World 2015

The Hong Kong Economic and Trade Office, Berlin (HKETO Berlin) participated in the international education fair Study World 2015 in Berlin, where more than 170 exhibitors from 25 nations informed students about different study opportunities worldwide. HKETO Berlin hosted a booth with comprehensive information about studying in Hong Kong as well as other admission and working holiday schemes. The Director of HKETO Berlin, Ms Betty Ho, gave a presentation on 25 April about the unique opportunities Hong Kong has to offer to students and talents from around the world.

“Located on China's southern coast, Hong Kong is a unique place where East meets West and old meets new. A former British colony and now a Special Administrative Region of China, Hong Kong is home to an exceptional culture and excellent study programmes,” Ms Ho said when discussing Hong Kong's advantages. “Having inherited ancient Chinese heritage and experienced a period of Western influence, Hong Kong is a multifaceted city where the English and Chinese languages, towering skyscrapers and historical sites exist side by side,” she added.

Hong Kong's post-secondary education institutions offer a variety of high-quality programmes ranging from bachelor degrees to doctorates. Hong Kong adopts international standards in curriculum design and quality assurance. Qualifications granted by post-secondary education institutions in Hong Kong are internationally recognised. According to Financial Times surveys in 2013, Hong Kong universities also host some of the world's best business administration and executive business management programmes. Of the 19 local degree-awarding institutions in Hong Kong, three are ranked in the world's top 50 and Asia's top 10 by the Quacquarelli Symonds University Rankings 2014-15.

Ms Ho also gave an overview on the different government-funded universities and highlighted scholarship opportunities. “To attract both outstanding local and non-local students to pursue PhD studies in Hong Kong, the Hong Kong PhD Fellowship Scheme was launched in 2009,” Ms Ho said. The scheme provides a monthly stipend of HK\$20,000 (about US\$2,500) and a conference and research-related travel allowance of HK\$10,000 (about US\$1,300) per year to each awardee for a period of up to three years.

For details on studying in Hong Kong, please visit <http://studyinhongkong.edu.hk>.

**Hong Kong Economic and Trade Office, Berlin**

Address:  
Jaegerstrasse 33, 10117 Berlin

Telephone:  
+49 (0) 30 22 66 77 242

Fax:  
+49 (0) 30 22 66 77 288

E-mail:  
kilian\_becker@hketoberlin.gov.hk

Website:  
[www.hketoberlin.gov.hk](http://www.hketoberlin.gov.hk)



## About HKETO Berlin

HKETO Berlin is the official Hong Kong Special Administrative Region Government representative in commercial relations and other economic and trade matters in Germany as well as Austria, the Czech Republic, Hungary, Poland, the Slovak Republic, Slovenia and Switzerland.

## Photo Caption

1. The Director of the Hong Kong Economic and Trade Office in Berlin, Ms Betty Ho, gives a presentation on 25 April about studying in Hong Kong at the international education fair Study World 2015 in Berlin.
2. The Hong Kong booth at Study World 2015.

## Contact

Kilian Becker  
Head of Public Relations  
Hong Kong Economic and Trade Office, Berlin  
Tel: +49 (0) 30 22 66 77 24 2  
Fax: +49 (0)30 22 66 77 28 8  
E-mail: [kilian\\_becker@hketoberlin.gov.hk](mailto:kilian_becker@hketoberlin.gov.hk)

HKETO Berlin  
27 April 2015

